WHAT IS CLAIMED IS:

1.   A method for developing a presentation of an image with a plurality of cascading web pages, said method comprising:

(a) registering one or more elements that are in selected areas of said image;

(b) registering one or more icons in a first one of said selected areas, wherein each of said icons is representative of a type of media;

(c) associating with a first one of said icons a content that is expressive in the media type of said first icon; and

(d) forming said plurality of cascaded web pages with HTML script that is compatible with a plurality of different types of browsers, whereby said content is presented when said first icon is selected during said presentation.

2.   The method of claim 1, further comprising:

(e) scaling said image and said elements so that a scale of said elements is proportionate to a scale of said image.

3.   The method of claim 1, further comprising:

(f) bundling data for said image, said elements, said icons and said content into a project folder; and

(g) presenting said folder to a server or other computing device.

4.   The method of claim 1, wherein said selected areas are located in first and second spatial parts of said image.

5.   The method of claim 4, wherein said first and second spatial parts overlap at least in part, and wherein one of said selected areas is located in both of said first and second spatial parts.

6.   The method of claim 1, wherein steps (a), (b) and (c) are performed in an interactive session with a developer, and wherein a plurality of icons is presented to the developer for a selection of said one or more icons.

7.   The method of claim 6, wherein a plurality of elements is presented to the developer for a selection of said one or more elements.

8.   The method of claim 1, wherein steps (a), (b) and (c) are performed in an interactive session with a developer, and wherein said developer is given the option to define any of said areas as a zoom in area.

9.   The method of claim 1, wherein steps (a), (b) and (c) are performed in an interactive session with a developer, and wherein said developer is given the option to define any of said areas or any of said elements with a URL address, and wherein step (d) forms said pages with said URL address embedded on any of said pages containing an area with said URL address.

10.   A method for developing a presentation of an image with a plurality of cascading pages, said method comprising:

(a) conducting an interactive session with a developer of said presentation by:

18

(a1) registering one or more elements at selected areas of said image;

(a2) registering one or more icons in a first one of said selected areas, wherein each of said icons is representative of a type of media;

(a3) associating with a first one of said icons a content that is expressive in the media type of said first icon; and

(a4) scaling said image and said elements so that a scale of said image proportionate to a scale of said image; and

(b) forming said plurality of cascaded web pages with HTML script that is compatible with a plurality of different types of browsers, whereby said content is presented when said first icon is selected during said presentation.

11.   The method of claim 10, wherein said selected areas are located in first and second spatial parts of said image.

12.   The method of claim 11, wherein said first and second spatial parts overlap at least in part, and wherein one of said selected areas is located in both of said first and second spatial parts.

13.   The method of claim 10, wherein a plurality of icons is presented to the developer for a selection of said one or more icons.

14.   The method of claim 10, wherein a plurality of elements is presented to the developer for a selection of said one or more elements.

15.   The method of claim 10, wherein said developer is given the option to define any of said selected areas as a zoom in area.

19

16. The method of claim 15, wherein said developer is given the option to define any of said selected areas or any of said elements with a URL address, and wherein step (b) forms said pages with said URL address embedded on any of said pages containing any of said selected areas with said URL address.

17. A computer apparatus for developing a presentation of an image with a plurality of web pages, said computer apparatus comprising:

first means for conducting an interactive session with a developer of said presentation by performing the operations of:

(a) registering one or more elements at selected areas of said image;

(b) registering one or more icons in a first one of said areas, wherein each of said icons is representative of a type of media;

(c) associating with a first one of said icons a content that is expressive in the media type of said first icon; and

(d) scaling said image and said elements so that a scale of said image proportionate to a scale of said image; and

second means for forming said plurality of cascaded web pages with HTML script that is compatible with a plurality of different types of browsers, whereby said content is presented when said first icon is selected during said presentation.

20